

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Application No.:** 09/773,943                      **Group Art Unit No.:** 3622  
**Applicant(s):** Ronald Jacoby, et al.              **Examiner:** Jeffrey D. Carlson  
**Filing Date:** January 31, 2001              **Docket No.:** 085804.019600  
**Title:** **SYSTEM FOR DYNAMIC GENERATION OF ONLINE  
STREAMING MEDIA ADVERTISEMENTS**  
**Customer No.:** 76058

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on July 12, 2011.

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(Christine Lucas)  
Name: Christine Lucas

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

Date: July 12, 2011

Mail Stop **Amendment**  
Commissioner for Patents  
Post Office Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir / Madam:

This paper is an Amendment and Response to the Office Action mailed on May 12, 2011.  
Please amend the application as follows.

**Amendments to the Claims** begin on Page 2 of this paper.

**Remarks / Response** begins on Page 9 of this paper.